

Mission: Provide media services to inform and engage America's Defense community

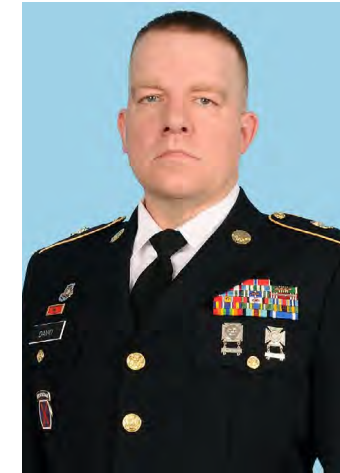
DMA VOICE

DEFENSE MEDIA ACTIVITY

OCTOBER 2017



Vision: Be the essential communication resource for America's Defense community



By Sgt. Maj.
Matthew Davio
*Defense Media
Operations*

What an exciting time to be in DMA!

Okay, I can see some of you rolling your eyes from here. Things are changing and people fear change because people fear the unknown. A pattern can be trusted: input X, out comes Y. Switch it up, input G and who knows what you will get? Who knows what could happen? Suddenly we're all cavemen staring out into the dark with no idea what's out there, what could happen, or what's coming for us. Change equates to the unknown.

For those with a negative mindset, the unknown is scary. What could happen? Well the worst could happen and probably will. We should just stay in this cave. Forever. That guy with

the wheel and the fire seems pretty unstable; he'll probably get himself eaten. Why can't we just stay with what works?

For those with a positive mindset, the unknown is exciting. What could happen? Well whatever it is, it will be something new! Something different! We can get some fresh air, see a star-filled sky full of wonders, and maybe catch lightning bugs over a field of grass. Time to get out of this boring cave!

And for most of us, it's a bit of both. As Halloween draws near (my second favorite holiday) it's a good reminder that what's scary is also exciting. So here I am, barely finished with my first two months of DMA, and while it's a little bit scary to be in a new setting, I'm stoked by the direction this organization is heading in.

The potential is massive. DMA has the largest network of public affairs operators in the world stretched out around the globe. "People are our number one resource," may sound a little cliché but how else can one describe this gigantic

wealth of collective experience we have available to us throughout the organization? Not to mention the camaraderie, the sheer will to get things done and the professionalism that I've seen since coming on board. I'm excited, not scared, because I've seen what the people in DMA can do and I trust everyone here implicitly.

Next, just take a look at the technology available to us today. There's half a dozen different ways to

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cover any activity in the moment, but whereas other public affairs shops post to social media, we have an

international audience of millions. We know the people controlling the highest visibility platforms of the military, and in many cases we are those people. We're trying to align procedures to the technology available and for that we'll need more collaboration and dialogue than ever before. I look forward to hearing these new ideas -- to working in a true culture of innovation -- and adjusting our training and methods to

them. Not saying I'm old, but after basic I was trained up on the latest cave painting techniques.

The final element is direction. In many ways, DMA's direction is the same as it's always been: provide media services to inform America's defense community. The shift I see happening is one many of you have been working since long before I arrived: to incorporate more organizations, have closer ties with the services and combatant commands, and to be part of a team effort. In particular, the way we support the exercises at the major command level is going to be amazing in this next fiscal year. I'm psyched for what the regional media centers are going to be able to do, and I know it's going to turn some heads around the world. There will be challenges, but I cannot think of any team better trained and equipped than DMA to power right through them. DMA is changing, but I assure you it's evolutionary in nature. I've been on the outside looking in for a long time and I'm thrilled to be here as we take it to the next level. I wouldn't miss it for the world.

Kay B. Shepherd

It's a constant that won't stop...change is here to stay if we are to remain current and relevant. The communication challenges that drive how we reach our audiences make it necessary for all of us to be agile and ready to meet the demands. For this reason as you have seen and heard there are adjustments being made within DMA.

These decisions are not being made idly and all are being made with the spirit of making DMA better at serving its clients. It often seems like a lot and sometimes you seem to see changes made before you get use to the "last," change!

Challenging at times I know but the changes being made are driven by our need meet our vision; "be the essential communications resource for America's Defense community."

The good news is your clients recognize the value and quality of your work and...they want more! Expediency of also part of the demand from your clients at all levels. To meet the demand we make changes. So as you witness the changes and transitions, get to know and understand the reasons why and become part of the conversation. None of these changes have been made in a

vacuum, but the more voices we hear, the better chance we have of making the change more effective for your clients and our work force.

One Voice comes with many minds. Your thoughts are important and we can't get better without listening. Control your destiny by getting involved in the flow of change, and let's make DMA current and relevant for us all.



Special guest and Key Note Speaker, Ms. Aixa Diaz, a correspondent with Hearst Television, gave the key note address for Defense Media Activity Hispanic/Latino Heritage Month event held in the DMA's Studio One, Fort George G. Meade, Maryland. (DoD photos by Marvin Lynchard)



Staff Sgt. James Richardson, Elmendorf Air Force Base photojournalist, was presented his trophy for winning the 2016 Defense Media Awards Military Photographer of the Year recently at Elmendorf Air Force Base, AK. (U.S. Air Force photos/Staff Sgt. Westin Warburton)



New Inclusion Quotient

Defense Media Activity's Office of Diversity Management and Equal Opportunity is pleased to announce the New Inclusion Quotient Initiative. New IQ is an initiative that seeks to improve diversity and inclusion of all employees. Achieving this goal would largely help to make DMA one of the best places work in the federal government. There is an obvious connection between employee satisfaction/employee engagement and achieving the status of best agency to work for. The goal of New IQ is to develop methods and resources to increase employee satisfaction/employee engagement in order to attain that status.

On August 17, 2017, DMA leadership received an implementation briefing regarding New IQ. During this briefing, it was explained that 20 questions are selected from the Federal Employee Viewpoint Survey that represent the Five Habits of Inclusion: Fair, Open, Cooperative, Support, and Empowerment. With these 20 questions, a sample of employees will be brought together in a controlled setting, and asked about ideas

that could help solve the problems addressed in these questions. Their suggestions would be implemented and observed to see if any positive changes had occurred as a result. The final determination would be measured by the results of the following FEVS. If the scores from those 20 questions improve, it would be determined that the suggestions and ideas are moving employee satisfaction/employee engagement in a positive direction.

At the moment, New IQ is only being implemented for the Provide Support group here at DMA HQ. This would give us enough time to evaluate the current state of employee satisfaction/employee engagement, provide and implement suggestions regarding possible improvements, and evaluating the effectiveness of the program. If an employee belongs to another Line of Business, they still have resources to have their voices heard. Participating in the voluntary Federal Employee Viewpoint Survey is still a very powerful tool to ensure that their voices are heard. Another resource that they have at their disposal is the Improve Culture Workshop headed

by Angela Smith. These workshops are conducted monthly, and give DMA employees the "real time" opportunity to inform our office of barriers to employee engagement and inclusion. If anyone has suggestions regarding how to increase employee satisfaction, Ms. Smith would be there to listen to issues, ask for suggestions, and bring them to the attention of leadership. We can all do our part to make DMA the best place to work, but we will need the participation from leadership, as well as, from DMA employees.

Listen to the DMA VoiceCast featuring DMEO: <https://www.facebook.com/DefenseMediaActivityHQ/videos/1560608773977666/>

Disability Etiquette

People with disabilities constitute our nation's largest minority group and is the most diverse because anyone can join at any time. The language society uses to refer to people with disabilities shapes its beliefs and ideas about them. Words are powerful. Using appropriate terms can foster positive attitudes about persons with disabilities.

One of the major improvements in communicating with

and about people with disabilities is "People-First" language that emphasizes the person, not the disability. People-First language places the person before the disability and describes what a person has, not who a person is. By placing the person first, the disability is no longer the primary, defining characteristic of an individual but one of several aspects of the whole person.

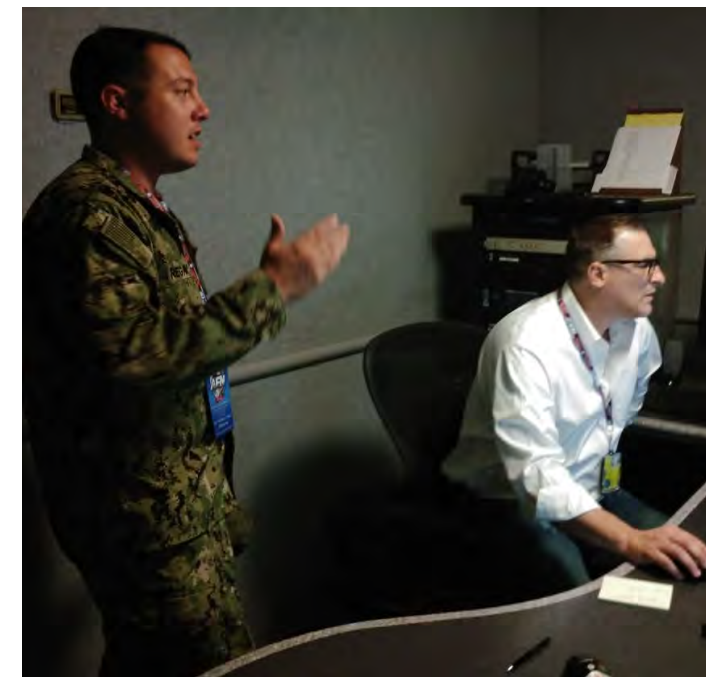
For example, it is preferred to say, "People with disabilities" instead of "the disabled," or "Mary has a vision impairment" instead of labeling the person by saying, "Mary is blind." Another example is to say, "Peter uses a wheelchair" instead of saying, "Peter is confined to a wheelchair".

Always be respectful. Do not make assumptions about what a person can or cannot do. Offer your assistance before providing help. If you offer help and the person says "no," do not insist.

For additional information on disability awareness go to: <http://www.artbeyondsight.org/handbook/acs-onlinetraining.shtml>



1st Sgt. Michael Noggle (center), assigned to American Forces Network Europe, addresses Sailors assigned to AFN Bahrain during a command leadership visit. (U.S. Navy photo by Chief Mass Communication Specialist Sabrina Parker/Released)



Mass Communication Specialist 1st Class Kristopher Regan (left), assigned to American Forces Network Bahrain, attends a conference to celebrate AFN's 75th anniversary. (U.S. Navy photo by Mass Communication Specialist 2nd Class Naomi VanDuser/Released)



Mass Communication Specialist 1st Class Michael Lindsey signs reenlistment paperwork after reenlisting for 6 years live on the morning radio show. (U.S. Navy photo by Chief Mass Communication Specialist Sabrina Parker/Released)



Mass Communication Specialist Seaman Apprentice Tristan Hunter Collop, assigned to American Forces Network Bahrain, gets ready to enjoy a cake that was baked for his birthday. (U.S. Navy photo by Chief Mass Communication Specialist Sabrina Parker/Released)



Mass Communication Specialist 1st Class Michael Lindsey, assigned to American Forces Network Bahrain, records an NFL shout-out of Lt. j.g. Michelle Pelissero to be played on the jumbotron during football games. (U.S. Navy photo by Mass Communication Specialist 2nd Class Zac Shea/Released)



Mass Communication Specialist Seaman Apprentice Tristan Hunter Collop records Mass Communication Specialist 3rd Class Michael Harari, both assigned to American Forces Network Bahrain, as he performs a squat for a social media posting. (U.S. Navy photo by Chief Mass Communication Specialist Sabrina Parker/Released)